Amendments to the Specification

Please replace paragraph [0006] with the following rewritten paragraph:

Referring to Figure 1, Websites 110 with available spots 120 for advertisements ("ad inventory") often attempt to sell such ad inventory by entering into advertising contracts or [[arguments]] agreements (referred to as "contracts" in the Specification without loss of generality) 140 with third parties 150. Generally, the more pageviews or content renderings (referred to as "pageviews" in the Specification without loss of generality) 130 the Website 110 generates, the more ad inventory 120 it will have available. The third parties 150 may be one or more advertisers 152. Alternatively, or in addition, the third parties 150 may be one or more advertising agencies (for example, entities such as 24/7 Real Media Inc. and DoubleClick) 154.

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This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A <u>computer-implemented</u>
2 method comprising:
3   a) accepting<u>, by a proxy including at least one</u>
4   <u>computer,</u> ad spot availability information <u>for a</u>
5   <u>pageview to be provided in response to a page</u>
6   <u>request,</u> the ad spot availability information
7   <u>accepted</u> from a first party<u>, wherein the first party</u>
8   <u>is not the proxy;</u>
9   b) multicasting<u>, by the proxy,</u> ad spot requests for
10   offers using the accepted ad spot availability
11   information to at least two second parties<u>, wherein</u>
12   <u>the at least two second parties include at least two</u>
13   <u>ad networks that are different from the first party</u>
14   <u>and the proxy;</u>
15   c) receiving<u>, by the proxy,</u> offers;
16   d) determining<u>, by the proxy,</u> at least one winning
17   ad using the offers; <u>and</u>
18   e) providing<u>, by the proxy,</u> information concerning
19   at least one of the at least one winning ad to the
20   first party.

1 Claim 2 (currently amended): The <u>computer-implemented</u>
2 method of claim 1<u>,</u> further comprising:
3   f) recording<u>, by the proxy,</u> first party payment
4   ·information.

1 Claim 3 (currently amended): The <u>computer-implemented</u>
2 method of claim 2<u>,</u> wherein the first party is a Website
3 owner<u>.</u>

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1   Claim 4 (currently amended): The computer-implemented
2   method of claim 2, further comprising:
3   g) paying, by the proxy, the first party using the
4   first party payment information.

1   Claim 5 (currently amended): The computer-implemented
2   method of claim 2, further comprising:
3   g) paying, by the proxy, the first party using the
4   first party payment information and a previously
5   agreed upon guarantee.

1   Claim 6 (currently amended): The computer-implemented
2   method of claim 2, further comprising:
3   g) paying, by the proxy, the first party using the
4   first party payment information and a previously
5   agreed upon guarantee, wherein the previously agreed
6   upon guarantee includes a profit percentage.

1   Claim 7 (currently amended): The computer-implemented
2   method of claim 1, further comprising:
3   f) recording, by the proxy, second party billing
4   information.

1   Claim 8 (currently amended): The computer-implemented
2   method of claim 1, wherein the act of multicasting ad
3   spot requests for offers includes sending an ad spot
4   request for offer to at least two of (i) a first ad
5   network, (ii) a second ad network, (iii) a first ad
6   agency, and (iv) a second ad agency.

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1 Claim 9 (currently amended): The <u>computer-implemented</u>
2 method of claim 1<u>,</u> wherein the ad spot availability
3 information includes offer rules.

1 Claim 10 (currently amended): The <u>computer-implemented</u>
2 method of claim 9<u>,</u> wherein at least some of the ad spot
3 requests for offers include at least some of the offer
4 rules.

1 Claim 11 (currently amended): The <u>computer-implemented</u>
2 method of claim 9<u>,</u> wherein the ad spot requests for
3 offers include none of the offer rules.

1 Claim 12 (currently amended): The <u>computer-implemented</u>
2 method of claim 9<u>,</u> wherein the act of determining <u>at</u>
3 <u>least</u> one winning ad enforces strict offer rule
4 compliance.

1 Claim 13 (currently amended): The <u>computer-implemented</u>
2 method of claim 9<u>,</u> wherein the act of determining <u>at</u>
3 <u>least</u> one winning ad converts an offer that is not in
4 compliance with an offer rule to <u>a converted</u> [[an]] offer
5 that is compliant with the offer rule.

1 Claim 14 (currently amended): The <u>computer-implemented</u>
2 method of claim 13<u>,</u> wherein the act of <u>determining at</u>
3 <u>least one winning ad that converts the offer</u>
4 [[converting]] uses estimated ad performance information.

1 Claim 15 (currently amended): The <u>computer-implemented</u>
2 method of claim 13<u>,</u> wherein the act of <u>determining at</u>
3 <u>least one winning ad that converts the offer</u>

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4   [[converting]] uses estimated ad selection rate
5   information.

1   Claim 16 (currently amended): The computer-implemented
2   method of claim 13, wherein the act of determining at
3   least one winning ad that converts the offer
4   [[converting]] uses estimated ad conversion rate
5   information.

1   Claim 17 (currently amended):   A computer-implemented
2   method comprising:
3   a)   sending, with a content provider including at
4   least one computer, ad spot availability information
5   for a pageview to be provided in response to a page
6   request, to a proxy representing at least two of (i)
7   a first ad network, (ii) a second ad network, (iii)
8   a first ad agency, and (iv) a second ad agency,
9   wherein the content provider is not the proxy;
10   b)   receiving, with the content provider,
11   information concerning at least one ad corresponding
12   to the ad spot availability information from the
13   proxy, wherein the information concerning the at
14   least one ad originates from an advertiser, and
15   wherein the advertiser is different from the proxy
16   and the content provider;
17   c)   serving, with the content provider, the [[that]]
18   at least one ad corresponding to the ad spot
19   availability information on an [[the]] ad spot; and
20   d)   receiving, with the content provider, payment
21   related to the act of serving the at least one ad
22   corresponding to the ad spot availability
23   information on the ad spot.

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1   Claim 18 (currently amended): The <u>computer-implemented</u>
2   method of claim 17<u>,</u> wherein the payment is determined
3   using a previously agreed upon guarantee from the proxy.

1   Claim 19 (currently amended): The <u>computer-implemented</u>
2   method of claim <u>18,</u> [[17]] wherein the previously agreed
3   upon guarantee includes a profit percentage.

1   Claim 20 (currently amended): The <u>computer-implemented</u>
2   method of claim 17<u>,</u> wherein the ad spot availability
3   information includes offer rules.

1   Claim 21 (currently amended): A <u>computer-implemented</u>
2   method comprising:
3   a) accepting<u>, with a proxy including at least one</u>
4   <u>computer,</u> ad availability information from an
5   advertiser<u>, wherein the ad availability information</u>
6   <u>is associated with an ad to be served, and wherein</u>
7   <u>the advertiser is not the proxy;</u>
8   b) multicasting<u>, with the proxy,</u> requests for
9   offers using the accepted ad availability
10   information <u>associated with the ad to be served</u> to
11   at least two content owners<u>, wherein the at least</u>
12   <u>two content owners are different from the advertiser</u>
13   <u>and the proxy;</u>
14   c) receiving<u>, with the proxy,</u> offers <u>to place an ad</u>
15   <u>of the advertiser on at least one ad spot of at</u>
16   <u>least one pageview of each of the at least two</u>
17   <u>content owners;</u>
18   d) determining<u>, with the proxy,</u> at least one
19   winning ad spot using the offers; <u>and</u>

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20   e) providing, with the proxy, information

21   concerning at least one of the at least one winning

22   ad spot to the advertiser.

1   Claim 22 (currently amended): The computer-implemented

2   method of claim 21, further comprising:

3   f) recording, with the proxy, advertiser billing

4   information associated with the ad availability

5   information.

1   Claim 23 (currently amended): The computer-implemented

2   method of claim 22, further comprising:

3   g) billing, with the proxy, the advertiser

4   associated with the ad availability information

5   using the advertiser billing information.

1   Claim 24 (currently amended): The computer-implemented

2   method of claim 22, further comprising:

3   g) billing, with the proxy, the advertiser

4   associated with the ad availability information

5   using the advertiser billing information and a

6   previously agreed upon guarantee.

1   Claim 25 (currently amended): The computer-implemented

2   method of claim 22, further comprising:

3   g) billing, with the proxy, the advertiser

4   associated with the ad availability information

5   using the advertiser billing information and a

6   previously agreed upon guarantee, wherein the

7   previously agreed upon guarantee includes a cost

8   percentage.

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1 Claim 26 (currently amended): The <u>computer-implemented</u>
2 method of claim 21<u>,</u> wherein the ad availability
3 information includes offer rules <u>required by the</u>
4 <u>advertise</u>r <u>associated with the ad availability</u>
5 <u>information</u>.

1 Claim 27 (currently amended): The <u>computer-implemented</u>
2 method of claim 26<u>,</u> wherein at least some of the requests
3 for offers include at least some of the offer rules.

1 Claim 28 (currently amended): The <u>computer-implemented</u>
2 method of claim 26<u>,</u> wherein the requests for offers
3 include none of the offer rules.

1 Claim 29 (currently amended): The <u>computer-implemented</u>
2 method of claim 26<u>,</u> wherein the act of determining at
3 least one winning ad spot enforces strict offer rule
4 compliance.

1 Claim 30 (currently amended): The <u>computer-implemented</u>
2 method of claim 26<u>,</u> wherein the act of determining at
3 least one winning ad spot converts an offer that is not
4 in compliance with an offer rule to <u>a converted</u> [[an]]
5 offer that is compliant with the offer rule.

1 Claim 31 (currently amended): The <u>computer-implemented</u>
2 method of claim 30<u>,</u> wherein the act of converting uses
3 estimated ad performance information.

1 Claim 32 (currently amended): The <u>computer-implemented</u>
2 method of claim 30<u>,</u> wherein the act of converting uses
3 estimated ad selection rate information.

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1 Claim 33 (currently amended): The <u>computer-implemented</u>
2 method of claim 30<u>,</u> wherein the act of converting uses
3 estimated ad conversion rate information.

1 Claim 34 (currently amended): Apparatus comprising:
2   <u>a)   at least one processor;</u>
3   <u>b)   an input device; and</u>
4   <u>c)   at least one storage device storing a computer</u>
5   <u>executable code which, when executed by the at least</u>
6   <u>one processor, performs a method of</u>

7   <u>1)</u> [[a) means for]] accepting<u>, by a proxy,</u> ad
8   spot availability information <u>for a pageview to</u>
9   <u>be provided in response to a page request, the</u>
10   <u>ad spot availability information accepted</u> from
11   a first party<u>, wherein the first party is not</u>
12   <u>the proxy,</u> [[;]]
13   <u>2)</u> [[b) means for]] multicasting<u>, by the</u>
14   <u>proxy,</u> ad spot requests for offers using the
15   accepted ad spot availability information to at
16   least two second parties<u>, wherein the at least</u>
17   <u>two second parties include at least two ad</u>
18   <u>networks that are different from the first</u>
19   <u>party and the proxy,</u> [[;]]
20   <u>3)</u> [[c) means for]] receiving<u>, by the proxy,</u>
21   offers<u>,</u> [[;]]
22   <u>4)</u> [[d) means for]] determining<u>, by the</u>
23   <u>proxy,</u> at least one winning ad using the
24   offers<u>, and</u> [[;]]
25   <u>5)</u> [[e) means for]] providing<u>, by the proxy,</u>
26   information concerning at least one of the at
27   least one winning ad to the first party.

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1 Claim 35 (currently amended): The apparatus of claim 34
2 further comprising:
3   6) [[f) means for]] recording, by the proxy,
4   first party payment information.

1 Claim 36 (currently amended): The apparatus of claim 35,
2 wherein the first party is a Website owner.

1 Claim 37 (currently amended): The apparatus of claim 35,
2 further comprising:
3   7) [[g) means for]] paying, by the proxy,
4   the first party using the first party payment
5   information.

1 Claim 38 (currently amended): The apparatus of claim 35,
2 further comprising:
3   7) [[g) means for]] paying, by the proxy,
4   the first party using the first party payment
5   information and a previously agreed upon
6   guarantee.

1 Claim 39 (currently amended): The apparatus of claim 35,
2 further comprising:
3   7) [[g) means for]] paying, by the proxy,
4   the first party using the first party payment
5   information and a previously agreed upon
6   guarantee, wherein the previously agreed upon
7   guarantee includes a profit percentage.

1 Claim 40 (currently amended): The apparatus of claim 34,
2 further comprising:

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3   6)   [[f) -means for]] recording, by the proxy,
4   second party billing information.

1   Claim 41 (currently amended): The apparatus of claim 34,
2   wherein the act of [[means for]] multicasting ad spot
3   requests for offers includes [[include means for]]
4   sending an ad spot request for offer to at least two of
5   (i) a first ad network, (ii) a second ad network, (iii) a
6   first ad agency, and (iv) a second ad agency.

1   Claim 42 (currently amended): The apparatus of claim 34,
2   wherein the ad spot availability information includes
3   offer rules.

1   Claim 43 (currently amended): The apparatus of claim 42,
2   wherein at least some of the ad spot requests for offers
3   include at least some of the offer rules.   .

1   Claim 44 (currently amended): The apparatus of claim 42,
2   wherein the ad spot requests for offers include none of
3   the offer rules.

1   Claim 45 (currently amended): The apparatus of claim 42,
2   wherein the act of [[means for]] determining at least one
3   winning ad enforces [[enforce]] strict offer rule
4   compliance.

1   Claim 46 (currently amended): The apparatus of claim 42,
2   wherein the act of [[means for]] determining at least one
3   winning ad converts [[include means for converting]] an
4   offer that is not in compliance with an offer rule to a

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5   converted [[an]] offer that is compliant with the offer
6   rule.

1   Claim 47 (currently amended): The apparatus of claim 46,
2   wherein the act of converting uses [[means for converting
3   use]] estimated ad performance information.

1   Claim 48 (currently amended): The apparatus of claim 46,
2   wherein the act of converting uses [[means for converting
3   use]] estimated ad selection rate information.

1   Claim 49 (currently amended): The apparatus of claim 46,
2   wherein the act of converting uses [[means for converting
3   use]] estimated ad conversion rate information.

1   Claim 50 (currently amended): Apparatus comprising:
2   a) at least one processor;
3   b) an input device; and
4   c) at least one storage device storing a computer
5   executable code which, when executed by the at least
6   one processor, performs a method of

7   1) [[a) means for]] sending, with a content
8   provider, ad spot availability information for
9   a pageview to be provided in response to a page
10   request, to a proxy representing at least two
11   of (i) a first ad network, (ii) a second ad
12   network, (iii) a first ad agency, and (iv) a
13   second ad agency, wherein the content provider
14   is not the proxy, [[;]]
15   2) [[b) means for]] receiving, with the
16   content provider, information concerning at

13

17   least one ad corresponding to the ad spot

18   availability information <u>from the proxy,</u>

19   <u>wherein the information concerning the at least</u>

20   <u>one ad originates from an advertiser, and</u>

21   <u>wherein the advertiser is different from the</u>

22   <u>proxy and the content provider</u>, [[;]]

23   <u>3)</u> [[c) means for]] serving <u>the</u> [[that]] at

24   least one ad <u>corresponding to the ad spot</u>

25   <u>availability information</u> on <u>an</u> [[the]] ad

26   spot<u>,</u> [[;]] and

27   <u>4)</u> [[d) means for]] receiving payment <u>related</u>

28   <u>to the act of serving the at least one ad</u>

29   <u>corresponding to the ad spot availability</u>

30   <u>information on the ad spot</u>.

1   Claim 51 (currently amended): The apparatus of claim 50<u>,</u>

2   wherein the payment is determined using a previously

3   agreed upon guarantee from the proxy.

1   Claim 52 (currently amended): The apparatus of claim <u>51,</u>

2   [[50]] wherein the previously agreed upon guarantee

3   includes a profit percentage.

1   Claim 53 (currently amended): The apparatus of claim 50<u>,</u>

2   wherein the ad spot availability information includes

3   offer rules.

1   Claim 54 (currently amended): Apparatus comprising:

2   <u>a)</u> <u>at least one processor;</u>

3   <u>b)</u> <u>an input device;</u> and

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4 c) at least one storage device storing a computer

5 executable code which, when executed by the at least

6 one processor, performs a method of

7 1) [[a) means for]] accepting with a proxy,

8 ad availability information from an advertiser,

9 wherein the ad availability information is

10 associated with an ad to be served, and wherein

11 the advertiser is not the proxy, [[;]]

12 2) [[b) means for]] multicasting, with the

13 proxy, requests for offers using the accepted

14 ad availability information associated with the

15 ad to be served to at least two content owners,

16 wherein the at least two content owners are

17 different from the advertiser and the proxy,

18 [[;]]

19 3) [[c) means for]] receiving, with the

20 proxy, offers to place an ad of the advertiser

21 on at least one ad spot of at least one

22 pageview of each of the at least two content

23 owners, [[;]]

24 4) [[d) means for]] determining, with the

25 proxy, at least one winning ad spot using the

26 offers, [[;]] and

27 5) [[e) means for]] providing, with the

28 proxy, information concerning at least one of

29 the at least one winning ad spot to the

30 advertiser.

1 Claim 55 (currently amended): The apparatus of claim 54,

2 further comprising:

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3   <u>6)</u> [[<s>f) means for</s>]] recording<u>, with the</u>

4   <u>proxy,</u> advertiser billing information

5   <u>associated with the ad availability</u>

6   <u>information</u>.

1 Claim 56 (currently amended): The apparatus of claim 55<u>,</u>

2 further comprising:

3   <u>7)</u> [[<s>g) means for</s>]] billing<u>, with the proxy,</u>

4   the advertiser <u>associated with the ad</u>

5   <u>availability information</u> using the advertiser

6   billing information.

1 Claim 57 (currently amended): The apparatus of claim 55<u>,</u>

2 further comprising:

3   <u>7)</u> [[<s>g) means for</s>]] billing<u>, with the proxy,</u>

4   the advertiser <u>associated with the ad</u>

5   <u>availability information</u> using the advertiser

6   billing information and a previously agreed

7   upon guarantee.

1 Claim 58 (currently amended): The apparatus of claim 55<u>,</u>

2 further comprising:

3   <u>7)</u> [[<s>g) means for</s>]] billing<u>, with the proxy,</u>

4   the advertiser <u>associated with the ad</u>

5   <u>availability information</u> using the advertiser

6   billing information and a previously agreed

7   upon guarantee, wherein the previously agreed

8   upon guarantee includes a cost percentage.

1 Claim 59 (currently amended): The apparatus of claim 54<u>,</u>

2 wherein the ad availability information includes offer

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3   rules <u>required by the advertiser associated with the ad</u>
4   <u>availability information</u>.

1   Claim 60 (currently amended): The apparatus of claim 59<u>,</u>
2   wherein at least some of the requests for offers include
3   at least some of the offer rules.

1   Claim 61 (currently amended): The apparatus of claim 59<u>,</u>
2   wherein the requests for offers include none of the offer
3   rules.

1   Claim 62 (currently amended): The apparatus of claim 59<u>,</u>
2   wherein the <u>act of</u> [[means for]] determining at least one
3   winning ad spot <u>enforces</u> [[enforce]] strict offer rule
4   compliance.

1   Claim 63 (currently amended): The apparatus of claim 59<u>,</u>
2   wherein the <u>act of</u> [[means for]] determining at least one
3   winning ad spot <u>converts</u> [[convert]] an offer that is not
4   in compliance with an offer rule to <u>a converted</u> [[an]]
5   offer that is compliant with the offer rule.

1   Claim 64 (currently amended): The apparatus of claim 63<u>,</u>
2   wherein the <u>act of converting uses</u> [[means for converting
3   use]] estimated ad performance information.

1   Claim 65 (currently amended): The apparatus of claim 63<u>,</u>
2   wherein the <u>act of converting uses</u> [[means for converting
3   use]] estimated ad selection rate information.

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1   Claim 66 (currently amended): The apparatus of claim 63,

2   wherein the <u>act of converting uses</u> [[~~means for converting~~

3   ~~use~~]] estimated ad conversion rate information.

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